

Exhibit H:
Annual Outreach Narrative Reporting Template

FREDDIE MAC

MANUFACTURED HOUSING

2020

OUTREACH

ACTIVITY:

1 – Support for Manufactured Homes Titled as Real Property: Regulatory Activity

OBJECTIVE:

C – Increase Homebuyer Access to Education and Resources

ACTIONS:

Freddie Mac exceeded our goals under this objective in 2020 to expand homebuyer education and resources in support of manufactured home (MH) ownership. We achieved these results amid the coronavirus pandemic and extraordinary market conditions, which required lenders, housing counselors, MH retailers, and Freddie Mac to shift priorities and resources to focus on assisting customers adversely affected by the pandemic, supporting employees and changing business requirements, and maintaining service levels. Also, pandemic-related restrictions prevented certain activities from taking place in person as usual.

2020 highlights:

- Through the SmartMH program, in collaboration with housing intermediary Next Step® and HUD-approved on-line housing education platform eHome America, we supported education and counseling for 1,419 potential manufactured home buyers, more than double our target of 675.
- Manufactured home retailers, lenders, and housing counselors in the SmartMH Network referred potential homebuyers to the program, regardless of a customer's home state. Also, potential homebuyers across the country enrolled themselves in the SmartMH program through Next Step's web site. In these ways, the pilot expanded nationwide.
- The SmartMH Network grew by two housing counseling agencies (also developers), four retailers, one MH community owner/retailer, and one lender. The network now includes a total of 417 MH retail sales centers, 33 lender organizations, and eight housing counseling agencies across 10 states: Alabama, California, Indiana, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Wisconsin. However, because lenders and retailers may make referrals outside of their states and people may enroll themselves through Next Step's web site, the program has reached potential homebuyers nationwide.
- New SmartMH Network members received training on the SmartMH program. Existing members received refresher training to help them increase referrals to the program.
- Consumers completed surveys on the SmartMH on-line course, giving us insight into the effectiveness and benefits of the homebuyer education and counseling provided.

- Based on consumers’ feedback as well as data and input from SmartMH members, Freddie Mac compiled an analysis of the benefits and effectiveness of the SmartMH curriculum. The report, “[Assessing the SmartMH Program’s Performance](#)”, is available on FreddieMac.com.

Objective’s components detailed in the Plan	Corresponding actions taken
<p>1. Further expand the homebuyer education pilot:</p> <ul style="list-style-type: none"> a. Provide education and/or credit counseling to a total of 675 consumers in seven states, including Kentucky). b. Train any new non-profit partners and lenders; and c. Analyze performance and provide key findings in a report to FHFA. 	<p>Complete</p> <ul style="list-style-type: none"> The SmartMH program educated and counseled 1,419 consumers from 24 states in 2020, exceeding our target by 110%. During the Plan cycle, 2,788 consumers completed the program, almost double our target. Added two housing counseling agencies (also developers), four retailers (in Alabama, California, Mississippi, and South Carolina), one lender and one MH community owner/retailer (in Wisconsin) to the SmartMH Network. The pilot officially includes 10 states, exceeding our full Plan target of seven; however, with self-enrollments as well as lenders and retailers making referrals outside of their states, the SmartMH program extends nationwide. Through Next Step, provided onboarding training to new SmartMH Network members. Existing network members received refresher training on the program and best practices. Analyzed the performance of the SmartMH program based on consumers’ completed surveys, data gathered from SmartMH Network members, insights gathered from Next Step, and our 2019 SmartMH Network analysis. Compiled our analysis, including key findings and outcomes, in a report; submitted the report to FHFA on December 14, 2020.
<p>2. Continue asking consumers to complete surveys to determine efficacy of the homebuyer education and/or credit counseling and use results to inform further enhancements, as applicable.</p>	<p>Complete</p> <ul style="list-style-type: none"> Asked people receiving homebuyer education/counseling to complete surveys to assess the effectiveness of the homebuyer education. Reviewed feedback with our partners to assess whether program enhancements may be warranted.
<p>3. Publish to Freddie Mac’s website key findings and outcomes from the homebuyer education training curriculum.</p>	<p>Complete</p> <ul style="list-style-type: none"> Published a report on our key findings into and the outcomes of the SmartMH program on FreddieMac.com: “Assessing the SmartMH Program’s Performance”.

SELF-ASSESSMENT RATING OF PROGRESS:

- Objective met
- Objective exceeded
- Objective partially completed:
 - 75-99% (substantial amount)
 - 50-74% (limited amount)
 - 25-49% (minimal amount)
 - 1-24% (less than a minimal amount)

No milestones achieved

PARTIAL CREDIT JUSTIFICATION:

Not applicable

IMPACT:

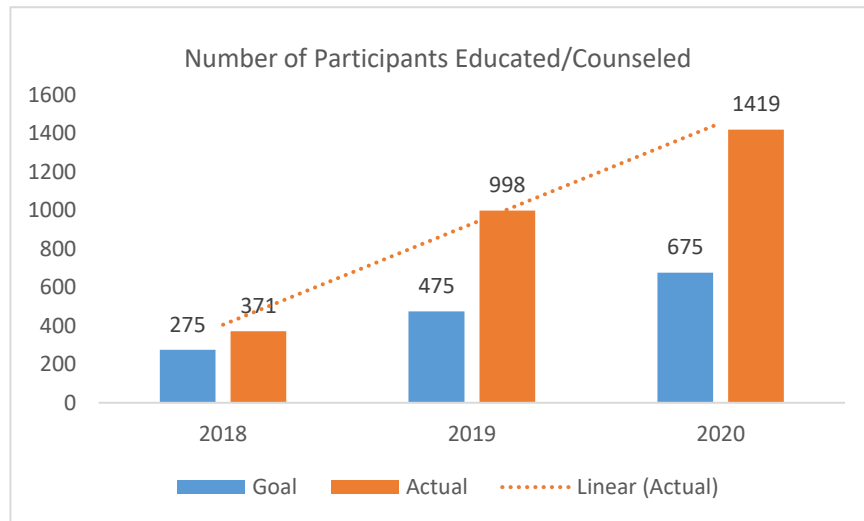
- 50 – Substantial Impact
- 40
- 30 – Meaningful Impact
- 20
- 10 – Minimal Impact
- 0 – No Impact

IMPACT EXPLANATION:

- How and to what extent were actions under this objective impactful in addressing underserved market needs, or in laying the foundation for future impact in addressing underserved market needs?**

Freddie Mac made a substantial impact on the MH market through this objective in 2020 and, by fostering collaboration across the ecosystem to help prepare more people for sustainable MH ownership, laid the foundation for continued impact in the future. Participation in the SmartMH Network and program grew, despite the constraints and business demands brought on by the pandemic and historically low interest rates.

In 2020, 1,419 people in 24 states were educated/counseled via the SmartMH program, exceeding our goal by 110%. Over the Plan cycle, 2,788 people were counseled/educated. We surpassed our goal each year by an increasing percentage, reflecting potential homebuyers’ interest in and need for MH buyer education and the network’s effectiveness. Before SmartMH, homebuyer education specific to MH did not exist.



We supported program growth through strategically expanding the network. Two housing counseling agencies joined the network in 2020. They also are developers; being part of the network gave them direct access to mortgage-ready buyers of MH in their developments. We added one lender plus retailers in Alabama, California, Mississippi, and South Carolina and a MH community owner/retailer in Wisconsin.

The continued growth over time—even under changing conditions—reflects the value the industry has come to see in the SmartMH program and in collaborating to expand MH ownership opportunities, increase responsible lending, and grow the MH market. It also stems from the improvements we have made to increase access and support, based on input from network members.

Network Member Recommendation	Action Taken
Make the SmartMH education available in Spanish to reach a broader audience	Removed barriers to participation <ul style="list-style-type: none"> • By offering the curriculum in Spanish • By allowing network members to refer people living outside of pilot states to the program • By enabling people to self-enroll
Add a topic on how to build wealth through homeownership	Refined and enhanced the curriculum, adding information on building wealth through homeownership
Add more in-person credit counseling and homebuyer education organizations to the network to provide more opportunity for local, face-to-face counseling*	Added four housing counseling agencies to the network to offer local, in-person support
*The recommendation was made and action taken before the pandemic.	

Next Step surveyed participants who completed the SmartMH program from April 2017-September 2020 to gauge their satisfaction with it. Nearly all were highly satisfied.

Participant Survey Statement	Strongly Agree/Agree
I am satisfied with the course	95%
I am satisfied with my learning experience	98%
The information was thorough and clear	97%
The resources were valuable	90%

SmartMH is helping to transform the way the MH ecosystem operates and to move the industry forward. Retailers, who traditionally have turned away potential homebuyers who were not immediately in a position to qualify for financing, now offer a brand-new avenue into homebuyer education and help create more MH ownership opportunities. They also show customers their interest in a relationship over time, not just on closing a sale. Lenders gain a new source of referrals for new business; all eight lenders responding to a survey we conducted in 2019 said they would recommend the SmartMH program to their industry peers. And for housing counselors, the SmartMH curriculum is unique in the marketplace and adds value to their counseling programs.

In turn, the education, resources, counseling, and support that prospective MH buyers receive through the SmartMH program equip them to achieve and sustain homeownership. They would not have had this opportunity without the SmartMH program.

2. What did the Enterprise learn from its work about the nature of underserved market needs and how to address them?

Early successes in the program led network members to start sharing best practices, thereby benefiting other members and the program overall. As an example of a practice that has caught on and helped boost enrollment, some lenders now include a referral to the SmartMH program in notices of adverse action sent to potential MH buyers whose mortgage applications are rejected. Previously, many customers who did not qualify may have felt

that homeownership was beyond their reach. Also, sharing best practices is an important part of refresher training for network members. Continually reinforcing the value of credit counseling and homebuyer education, training staff on how the program works, and sharing information on how to increase its success has resulted in more people enrolling in the SmartMH program.

Despite restrictions on in-person interactions and shifting priorities and resources in response to the coronavirus and extraordinary loan origination volumes, SmartMH program enrollment continued to grow. The model of using centralized non-profit call centers for one-on-one counseling and making the curriculum available on the on-line eHome America platform allowed us to meet consumer demand. Expansion of the network, including additional housing counseling agencies, supported the program's continued growth.

3. **Optional: If applicable, why were all components of this objective not completed?**

Not applicable

Exhibit D:
Second Quarter Outreach Narrative Reporting Template

FREDDIE MAC

MANUFACTURED HOUSING

Q2: JANUARY-JUNE 2020

OUTREACH

ACTIVITY:

1 - Support for Manufactured Homes Titled as Real Property: Regulatory Activity

OBJECTIVE:

C - Increase Homebuyer Access to Education and Resources

ACTIONS:

Freddie Mac made progress toward our goals under this objective to expand homebuyer education and resources in support of manufactured home ownership. However, market conditions have changed dramatically this year because of the coronavirus pandemic and historically low interest rates. Freddie Mac has focused on fulfilling our mission: providing liquidity, stability, and affordability to help minimize disruption to the housing market. Lenders also have appropriately shifted their focus and resources to support forbearance programs and assist the huge number of refinance customers. This refocusing, however, has deterred some of our efforts.

In the first half of 2020:

- Through the Next Step® SmartMHSM program, we supported education and counseling for 695 potential manufactured home buyers, exceeding our 2020 target by midyear.
- Manufactured home retailers and lenders in the SmartMH Network referred potential homebuyers to the program, regardless of a customer’s home state. Also, potential homebuyers across the country enrolled themselves in the SmartMH program through our partner Next Step’s website. In these ways, the pilot expanded well beyond the target number of states.
- The SmartMH Network includes 31 lenders. One lender and two retailers joined the network and completed training. The retailers are in South Carolina and Alabama.
- Consumers were asked to complete surveys on completing the SmartMH on-line course to give us insight into the effectiveness and benefits of the homebuyer education and counseling provided through the SmartMH program.
- Freddie Mac began to obtain additional feedback from SmartMH members and to analyze it to assess the benefits and effectiveness of the SmartMH curriculum.

Action	2020 Achievements through Q2
1) Further expand the homebuyer education pilot: <ul style="list-style-type: none"> a. Expand the pilot to at least two additional states. b. Expand the network to include four additional lenders. c. Provide education and/or credit counseling to a 	In progress <ul style="list-style-type: none"> • Added one lender and two retailers in South Carolina and Alabama to the network, although we are not actively seeking additional network members. • Provided education and/or counseling to 695 potential manufactured home buyers across 24 states, exceeding our full-year target.

<p>total of 675 consumers in seven states, including Kentucky.</p> <p>d. Train any new non-profit partners and lenders.</p> <p>e. Analyze performance and provide key findings in a report to FHFA.</p>	<ul style="list-style-type: none"> • Provided onboarding training for the lender and retailers who joined the network this year. No additional housing counselors have joined the network. • Requested data from network members to analyze program performance.
<p>2) Continue asking consumers to complete surveys to determine efficacy of the homebuyer education and/or credit counseling and use results to inform further enhancements, as applicable.</p>	<p>In progress</p> <ul style="list-style-type: none"> • Asked people receiving homebuyer education/counseling to complete surveys to determine the efficacy of the homebuyer education. • Reviewing feedback to assess whether program enhancements may be warranted.
<p>3) Hold one to two homebuyer fairs in states where we have expanded the homebuyer education curriculum and have a high concentration of manufactured housing. Fairs will include a discussion of the value and benefits of manufactured housing.</p>	<p>Not initiated</p> <ul style="list-style-type: none"> • Because of the coronavirus pandemic as well as changes to housing counseling agencies' and lenders' priorities, decided against holding homebuyer fairs, in consultation with our partners.
<p>4) Publish to Freddie Mac's website key findings and outcomes from the homebuyer education training curriculum.</p>	<p>In progress</p> <ul style="list-style-type: none"> • Began to analyze data and feedback from SmartMH members.

SELF-ASSESSMENT RATING OF PROGRESS:

- On-target to meet or exceed the objective
- Progress delayed and/or partial completion of the objective expected
- Unlikely to achieve any milestones of the objective

ADDITIONAL INFORMATION (IF APPLICABLE):

Given our success in expanding SmartMH and recognizing the need to refocus resources on responding to the coronavirus pandemic as well as market conditions, we decided not to pursue further expansion of the SmartMH pilot. We remain supportive of the SmartMH program's purpose.

Holding homebuyer fairs during the pandemic would be dangerous and irresponsible because they involve lots of people in limited spaces and close personal interactions. These events are most effective in person and do not lend themselves to an on-line format. Most state and local governments prohibit such gatherings, in line with Centers for Disease Control and Prevention recommendations. Also, housing counseling agencies have changed their priorities and approach to serving customers. Supporting foreclosure prevention activities now is their highest priority.

We will submit a modification request to remove homebuyer fairs and expansion of the SmartMH pilot from our Duty to Serve Plan for 2020.